Helping to Build a Skilled, Professional Agricultural Workforce
We Seek to Professionalize Farm Workers

Better Quality

A More Productive Harvest
Who Is CIERTO?

- CIERTO ethically recruits, trains & places H-2A visa workers on farms throughout North America.
- Since 2016 we’ve placed thousands of farm workers, protecting them from fraud, abuse & deception.

Over the years, we’ve demonstrated that Responsible Recruiting protects H-2A workers, growers & retailers alike.
H-2A Is Necessary, but Not Without Its Problems

- Complex rules & regulations
- Fraud, deception, extortion & abuse
- Gendered abuse & human trafficking

Internal audits don’t always reveal hidden abuse, making external scrutiny a necessity.
Labor abuses – often driven by conditions of recruitment – threaten the resilience of the US agricultural supply chain

The problem is widely acknowledged, but hard to solve.
H-2A is no longer simply a last resort for growers hiring farm workers.

- The most effective option to fill these jobs
- Protects the security of our food supply
- Helps ensure stable labor supply
An aging domestic workforce means that H-2A is increasingly the only option for reliable farm labor.
COVID has shown us how important domestic production is for supply chain resilience. Migrant workers keep produce grown in the US.

In 2020, approximately 2.6 million farm workers in US:

- 1.4 million migrate to US for work
- Roughly 1.1 million are undocumented
- 275,556 approved H2A jobs
Major retailers like Walmart, Costco & McDonald’s increasingly hold growers accountable for their brand integrity, including workers rights and welfare.

CIERTO works **directly** with powerful companies like these to ensure that clean recruiting plays a major role in protecting their brand’s consumer reputation.
Clean and Transparent Recruitment Is Good Business

- Improved productivity
- H-2A compliance
- Fully trained, knowledgeable workers
- A reliable labor supply chain
Responsible recruitment means more productive workers and more resilient supply chains.

Better employment conditions and no debt burden mean lower turnover and greater added value.

Responsibly recruited and managed workers are 18-50% more productive* than their counterparts.
Clean Recruitment Model

Transparent and Free of Charge

- Partnerships with organizations
- Verification of recruitment process
- Extensive training
- Surveys of H-2A workers
- Work with US and Mexican Governments
Clean Recruitment Model

CIERTO works to demonstrate compliance from the community of origin, to border, to farm, and back home.

3 step verification process which begins in the Communities of Origin, at the Farm and when workers return home.
How do we prepare farmworkers before their H-2A contract

- Committed to their Employer
- Driving fear out of the workplace
- Collaborative Approach between workers and farm management.
Training

- Workers reach out to resolve issues
- Understand their value
- Understand job offer and respect the farm
Professional H2A Workforce

Through our recruitment and training model we gather feedback from workers and growers to continuously improve our model.
Expansion

- **CIERTO** has been sought out by the US government to assist with the expansion of clean recruiting into Central America.
- *This program may include subsidies for participating growers.*
Gives your farm a powerful competitive advantage.

Our Clean, Ethical Recruiting Program Protects You AND Your Employees

Gives your farm a powerful competitive advantage.
Thank You
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